

**Remarks/Arguments**

This Amendment is filed in response to the final Office Action of December 19, 2006. A response is due on March 19, 2007. The Applicants thank the Examiner for carefully reviewing the previous response to the non-final Office Action and the consideration given to Applicants' arguments.

**Rejections under 35 U.S.C. § 103(a):**

Claims 1-20 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Salmimaa et al., U.S. Patent No. 6,668,177 (hereafter "Salmimaa") in view of Sorvari et al., U.S. Patent Application Publication No. 2004/0043758 A1 (hereinafter "Sorvari").

To establish a prima facie case that the present invention is obvious in view of Salmimaa and Sorvari, there must be some suggestion or motivation, either in the cited references or in the generally available knowledge, to one having ordinary skill in the art, to combine the cited references. When the cited references are combined the combination must teach or suggest all of the claimed features and the combination must be able to produce or obtain the intended results. Otherwise, the combination would not render the present claimed invention obvious.

The Applicants have examined both Salmimaa and Sorvari, and respectfully submit that there are no suggestions in either Salmimaa or Sorvari to combine the references. In addition, even if the references are combined, the combination fails to disclose each and every claimed limitation of independent claims 1, 8, and 14.

According to Salmimaa, icons representing services are displayed on a mobile terminal based on user selection (e.g., User A has selected proximity of service as top priority for display, User B has selected friends should be given highest priority for display, User B has selected food establishments as a top priority for display, etc.) See Col. 7, lines

32-67, and Col. 8, lines 1-13. In contrast, in Sorvari, bookmarks are displayed on a wireless device based on a recommendation service by using a recommendation engine or recommendation algorithm; not by a user selection. See page 4, paragraph 59. Even though in Sorvari a user may select a type of recommendation service to be provided (e.g., a location based recommendation, see page 15, paragraph 193 and 194), the bookmarks are still displayed based on a recommendation service using a recommendation engine or recommendation algorithm; not based on a user selection or a human selection for which bookmarks are to be displayed. Accordingly, a person of ordinary skill would not be motivated to combine Salmimaa with Sorvari, because a method based on a user or human selection is diametrically opposite to a method based on an algorithm or a non-human selection. Since there are no motivations or suggestions to combine the references, Sorvari may not be relied upon to cure the deficiencies of Salmimaa.

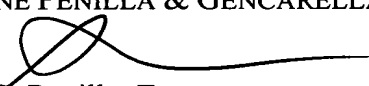
In addition, even if the cited references are combined, the combination would not disclose each and every claimed element of independent claims 1, 8, and 14. Independent claims 1, 8, and 14 recite displaying a service icon representing a service of the set of services most likely to be utilized in a primary position on the mobile device display. In contrast, Salmimaa teaches displaying icons representing the best matched services in full size (or a larger size than other icons); using size to display best matches is not same as putting one icon in a primary position to distinguish importance for the service that is expected to be utilized by a user. In addition, independent claims 1, 8, and 14 also recite displaying icons representing remaining services in the set of services in secondary positions; whereas Salmimaa and Sorvari fail to teach such a feature of displaying icons representing remaining services in the set of services in secondary positions. Furthermore, independent claims 1, 8, and 14 further recite displaying icons representing remaining services outside the set of services in a tertiary position of the mobile device display, which both Salmimaa and Sorvari further fail to disclose. Since the combination of Salmimaa and Sorvari fails to

disclose each and every claimed feature of independent claims 1, 8, and 14, even if Salmimaa and Sorvari are combined, the combination fails to render independent claims 1, 8, and 14 obvious. Accordingly, the rejection of claims 1-20 under U.S.C. § 103(a) is traversed.

In view of the foregoing, a Notice of Allowance is respectfully requested. If the Examiner has any question that may move the case forward to allowance or has suggestions that can be worked out in advance of an action, the Examiner is respectfully requested to contact the undersigned.

If any additional fees are due in connection with filing this Amendment, the Commissioner is also authorized to charge Deposit Account No. 50-0805 (Order No. SUNMP325). A duplicate copy of the transmittal is enclosed for this purpose.

Respectfully submitted,  
MARTINE PENILLA & GENCARELLA, LLP



Albert S. Penilla, Esq.  
Reg. No. 39,487

710 Lakeway Drive, Suite 200  
Sunnyvale, CA 94085  
Telephone (408) 774-6903  
Facsimile (408) 749-6901  
**Customer No. 32291**